

## The great exodus from newspapers – the people are turning their backs on the mainstream.

- January 25, 2026



(C) Report24/KI

**Readers are turning their backs on traditional mainstream media in droves. The printed daily newspaper model is losing out to the digital world. Yesterday's news is already available online. More and more people are also turning to alternative media.**

Germany's national daily and weekly newspapers [are losing more and more readers](#). The "big five" alone (Bild, SZ, FAZ, Handelsblatt and Die Welt) have lost more than 143,000 copies in circulation and sold only around one million copies daily in the last quarter.

Across the board, a negative trend is emerging. Bild and Bild am Sonntag each lost around 16 percent, while Süddeutsche Zeitung, Handelsblatt, and Welt each lost between seven and eight percent. Even the FAZ, once a bourgeois newspaper and now also succumbing to left-wing ideology, is slipping significantly.



Emanuel Boeminghaus

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Wow, wow, wow - earthquake in the newspaper market!  
The new figures are out.

The Handelsblatt is in crisis, Bild is on the verge of collapse, and the Süddeutsche Zeitung is in freefall. That's my opinion.

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Zeitungen mit dem stärksten Rückgang im 4. Quartal 2025 (sortiert nach Rückgang in %, absteigend)				
Rang	Titel	Abo+EV 2025-IV	Veränderung absolut	Veränderung in %
1	Bild	566.452	-110.436	-16,3 %
2	Bild am Sonntag	244.417	-46.635	-16,0 %
3	Katholische SonntagsZeitung für Deutschland (gesamt) inkl. Neue Bildpost	16.943	-2.525	-13,0 %
4	Handelsblatt	68.217	-5.822	-7,9 %
5	Süddeutsche Zeitung	213.184	-17.837	-7,7 %
6	Welt am Sonntag (Sa+So)	152.798	-12.797	-7,7 %
7	Frankfurter Allgemeine Sonntagszeitung	133.345	-8.855	-6,2 %
8	Das Parlament	6.261	-357	-5,4 %
9	Frankfurter Allgemeine	140.388	-8.123	-5,5 %
10	Die Tagespost – Katholische Wochenzeitung	8.982	-502	-5,3 %
11	Junge Freiheit	19.976	-585	-2,8 %
12	Die Welt	44.337	-1.612	-3,5 %

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There are many reasons for this. On the one hand, the newspaper readership is shrinking as a group ages and dies off. Younger generations get much more of their information digitally and on other platforms. On the other hand, mainstream media are also experiencing a continuing loss of trust.

For decades, these media outlets thrived on their monopoly on interpretation, agenda-setting, a sense of moral mission, and the tacit assumption that their worldview automatically constituted the prevailing societal guideline. This taken-for-grantedness is gone. Readers aren't simply "media-weary"; they've become media-critical. They've learned to question narratives, recognize bias, and distinguish between political campaign reporting and genuine information. The result: cancellations, declining subscriptions, and a loss of relevance.



**Florian Warweg** · 23. Jan. 2026

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@MEEDIA [with](#) has published the latest sales figures for "national daily newspapers": By far the biggest loser is [@BILD](#) -16.3%, followed by [@handelsblatt](#), [@SZ](#), [@faznet](#) & [@welt](#). The dramatic figures, especially for [@axelspringer](#), will have a massive impact on the



Platz	Titel	Abo+EV 2025-IV	vs. 2024-IV absolut	vs. 2024-IV in %
1	Bild	566.452	-110.436	-16,3
2	Süddeutsche Zeitung	213.184	-17.837	-7,7
3	Frankfurter Allgemeine	140.388	-8.123	-5,5
4	Handelsblatt	68.217	-5.822	-7,9
5	Die Welt	44.337	-1.612	-3,5
6	taz - die tageszeitung	31.082		

Daten-Quelle: IVW / Tabelle: MEEDIA



**Florian Warweg**

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The trend is similar for weekly and Sunday newspapers. Here too, Springer, with [@BILDamSONNTAG](#), is the biggest loser at -16%. [@derspiegel](#), at -7.4%, is also significantly down. Only [@derfreitag](#) (+1.1%) and [@zeitonline](#) (+1.3%) are bucking the trend...

Platz	Titel	Abo+EV 2025-IV	2024- IV absolut	2024- IV in %					
1	Die Zeit	537.086	7.000	1,3					
2	Bild am Sonntag	244.417	-46.635	-16,0					
3	Welt am Sonntag (Sa+So)	152.798	-12.797	-7,7					
4	Frankfurter Allgemeine Sonntagszeitung	133.345	-8.855	-6,2					
5	wochentaz	70.620							
6	der Freitag	21.596	238	1,1					
7	Junge Freiheit	19.976	-585	-2,8					
8	Katholische Sonntagszeitung für Deutschland (gesamt) incl.	16.943	-2.525	-13,0					

1	TV 14	1.196.167	-109.821	-8,4
2	nur TV plus (nur TV + TV Sudoku + TV clever)	802.782	-9.615	-1,2
3	TV Direkt	702.407	-6.981	-1,0
4	Landlust	618.852	-79.488	-11,4
5	TV Digital	608.480	-97.862	-13,9
6	Hörzu	600.324	-46.624	-7,2
7	TV pur	532.452	-6.819	-1,3
8	Der Spiegel	518.984	-41.384	-7,4
9	TV Movie	445.555	-39.135	-8,1
10	TV Spielfilm	437.786	-25.506	-5,5
11	TV für mich	412.424	6.383	1,6
12	Auf einen Blick	385.133	-50.854	-11,7

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The traditional newspaper model isn't dying because of TikTok, algorithms, or the internet. It's dying from within. From political bias, moralizing indoctrination, ideological narrow-mindedness, and an editorial culture that prioritizes stance over information and opinion over analysis. Readers aren't leaving because they no longer want news—they're leaving because they no longer want this kind of journalism.

It's no wonder, then, that new media portals are constantly being attacked. More and more people are looking for alternatives to the homogenous content of the mainstream press – and they're finding them.